(c) the reasons therefor and the steps taken to fill up such posts urgently?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) The information is being collected and will be laid on the Table of the House.

Earning of revenue by Lucknow DD Kendra

† 2436. SHRI MUNAVVAR HASAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what was the target fixed to raise revenue by Lucknow Doordarshan Kendra up to 31st January, 2001 together with the actual revenue raised;

(b) whether there was any shortfall in the revenue earned; and

(c) if so, what steps have been taken to improve the working of this centre?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati have intimated that against the proportionate target revenue of Rs. 5.00 crores, fixed from April, 2000 to 31st January, 2001 for Doordarshan Kendra, Lucknow, the Kendra has earned a revenue of Rs. 3.01 crores.

(b) Yes, Sir.

(c) Prasar Bharati have intimated that the following steps have been taken by the Kendra to enhance the revenue:

(i) Programme "Krishi Darshan" has been brought under sponsorship by inviting bids.

(ii) Slot from 07.20 to 07.30 PM (Four Days in a week) has been put under sponsored category for revenue generation.

(iii) Regular meetings with the commercial agencies & advertisers are taken by the Director of the Kendra to

† Original notice of the Question was received in Hindi.

increase the revenue as well as to ensure payment of outstanding dues.

(iv) Special programmes like Foundation Day Celebrations, Integrated Children's Development Programmes, New Year's Special Programmes etc. have been put under sponsored category.

Doordarshan is continuously taking various steps to improve the professional standards in the presentation of programmes at the Kendra. Latest techniques from all quarters are being adopted for improvement in quality of presentation' coverage.

Telecast of regular programmes for handicapped persons

†2437. SHRI JHUMUK LAL BHENDIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether telecast of regular programmes for handicapped persons on Doordarshan is under consideration;

(b) if so, by when it will be started; and

(c) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) It has been intimated by Prasar Bharati that programmes relating to problems faced by handicapped persons are telecast by the regional Doordarshan Kendras from time to time. In the National Network, a news bulletin for the speec/hearing impaired is telecast every Sunday at 2.20 p.m. Also spots depicting the indomitable zest for leading a normal life by the handicapped, despite severe physical and other limitations are telecast in between the news bulletins.

(c) does not arise.

Pay scales of Announcers-cum-Translators of Languages

2438. SHRI P. SOUNDARARAJAN: Will the Minister of INFORMATION AND BROADCASTING •be pleased to state:

† Original notice of the Question was received in Hindi.